



## City of Charlotte Resources for Small Businesses

Economic Development Committee  
April 25, 2019

City of Charlotte Economic Development



### CHARLOTTE BUSINESS INCLUSION (CBI) PROGRAM

#### **CBI Mission**

Promote diversity, inclusion, and business opportunities in the City's contracting and procurement process for Minority Women Small Business Enterprises (MWSBEs) located in the Charlotte region.

#### **Key Program Objectives**

- Process SBE Certifications and MWSBE Registrations
- Establish Citywide MWSBE Prime Spend Goals
- Establish Project Specific MWSBE Subcontracting Goals
- Monitor CBI Policy and MWSBE Contract Compliance
- Track Citywide MWSBE Spending and Publish Spend Reports
- Conduct MWSBE Education and Outreach Initiatives
- Support the City Council appointed CBI Advisory Committee (CBIAC)
- Access to Capital/Financial Resources

#### **Program Success**

For a fourth straight year, the city surpassed its prior year spending with MWSBEs and Disadvantaged Business Enterprises (DBEs) for a new record of \$110.4 million in FY18.



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## CBI COMMUNITY IMPACT

### City of Charlotte/CPCC Partnership

CBI provides city MWSBEs tuition assistance (\$300 maximum) on a first-come basis to enroll in courses offered at CPCC's Small Business Center aimed at growing business capacity.

### Professional Association Sponsorship (PAS)

CBI provides city MWSBEs professional association sponsorships (\$100 maximum for first year only) to join select local Chambers of Commerce and trade associations to access networking opportunities and trade assistance.

### Program Success

In FY18 CBI continued to foster MWSBE growth, advocacy, and sustainability by investing \$12,300 in support of 54 MWSBE firms through tuition assistance and professional association sponsorships.

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## INCLUSIONCLT

### inclusionCLT

- Software solution, powered by B2Gnow, that streamlines and automates the city's diversity data gathering, tracking, reporting, vendor management, and administrative processes.
- Enhances the city's communication with vendors and promotes transparency, accountability, and efficiency for tracking, monitoring, and reporting MWSBE and DBE subcontractor participation.
- Went live April 1, 2019

### Vendors are able to:

- Apply online for SBE certification and MBE registration
- Search for diverse certified vendors and verify certification status in real time
- Review payments received from the city and report subcontractor payments
- Confirm subcontractor payments reported by primes to the city
- Monitor contract compliance of MWSBE/DBE commitments

### Program Success

- A total of 75 MWSBE firms have been certified/registered utilizing inclusionCLT



MEET YOUR DIVERSITY  
VENDOR GOALS

LEARN MORE  
[WWW.CHARLOTTE.GOV/INCLUSIONCLT](http://WWW.CHARLOTTE.GOV/INCLUSIONCLT)

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## LOAN PROGRAMS

### Charlotte Community Capital Fund (CCCF)

- An innovative public/private fund established in 2003 to assist small businesses with gaining access to capital otherwise unavailable through conventional lending.
- The Fund provides an 85% loan guarantee for business loans made by Third-Party lenders, Self-Help and Carolina Small Business Development Fund.
- The Fund serves small businesses in seven (7) counties to include Mecklenburg, Anson, Cabarrus, Gaston, Lincoln, Rowan and Union counties.

### Small Business Mobilization Loan Program (SBMLP)

Purpose is to assist certified Small Business Enterprises (SBEs) in acquiring short-term, low rate financing to support their temporary working capital needs as they participate in City projects

### Program Success

Since 2003:

- CCCF: 146 loans
- CCCF: \$7.7M
- SBMLP: 20 loans
- SBMLP: \$935K

FY16 – FY18:

- CCCF: 27 loans
- CCCF: \$1.5M
- SBMLP: 6 loans
- SBMLP: \$255K

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## GRANT PROGRAMS

### Business Matching Grants Program

- Allows companies located in Business Redevelopment Corridors to apply for a variety of City programs that provide innovative tools for small businesses, property owners, and developers.
  - Façade & Security Improvement Grants
  - Brownfield Assessment Grant Program
  - Business District Organization Program
- Strategic Plan was adopted in March 2007



### Program Goals

- Eliminate Blight/Promote Safety
- Create strong local economies
- Align city programs and policies
- Promote commercial activity
- Promote sustainable development

### Program Success

Since FY07:

- 293 Applications
- \$5.1M Approved
- \$63M Leveraged Private Investment

FY16 – FY19 (YTD):

- 138 Applications
- \$2.2M Approved
- \$56.2M Leveraged Private Investment

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## OPEN COUNTER

### Open Counter

- Partnership between the City and the County
- Designed to deliver an online "business wizard" for commercial projects started in Charlotte and Mecklenburg County

### By using a series of questions and answers, small business end users:

- Discover where their business is allowed
- Find out the necessary City/County permits needed
- Learn about the appropriate professionals required to join their development team
- Understand estimated permitting costs

### Program Funding

- Annual expenditure is \$105,000 (Divided equally between the County and the City)

### Program Success

- Since November of 2017, 2,015 sessions have been created in Open Counter for Land and Building permits inquiries
- In addition, 1,385 citizens have used the Zoning portal to determine the zoning for their specific location



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## CHARLOTTE BUSINESS RESOURCES (.COM)

### Program Mission

- City-funded web portal connecting business owners to tools and resources they need to start and grow
- Content provided by 26 Resource Partners
  - Government agencies, non-profits, academic organizations, & chambers
  - Partners update profiles bi-annually, attend quarterly meetings, add events to the CBR Calendar, participate in Small Business Month

### Program Funding

- \$44,000 annual contract for website maintenance, marketing, social media, PPC
- Additional \$ for special projects, additional web pages, podcasts, etc

### Program Success

First launched in 2011, the site analytics continue to show a monthly increase in new and returning visitors

- FY19 YTD Site Visitors: 49,432, up 10.5% from FY18
- 9,320 social media followers (Facebook, Twitter, Instagram, LinkedIn, YouTube)
- FY19 YTD Podcast Downloads: 2,961



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## AMP UP! CHARLOTTE

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### Program Mission

- Designed by the City's Procurement Office, Economic Development Department, and Charlotte Business INClusion to be an ethnic minority business growth program featuring the Interise's StreetWise MBA Curriculum
- Prepares minority business owners for growth and expansion through business education and a supportive network

### Program Funding

- Charlotte was one of five cities awarded \$100,000 through the City Accelerator grant to increase the diversity of municipal vendors and contract award amounts
- Part of the grant funding was used to develop and implement the Amp Up program using the Interise Curriculum
- Total Amp Up cost for both cohorts: \$64,000
  - Interise curriculum: \$43,000
  - Facilitator: \$21,000



### Program Success

- First cohort included a partnership with the NBA for Allstar game procurement
- Graduated first cohort of 15 minority business owners in December 2018
- The second AMP UP Charlotte cohort, in partnership with Charlotte Douglas Airport, begins in April 2019